| Electronic Patent Application Fee Transmittal |   |  |          |        |                         |  |  |
|---|---|--|----------|--------|-------------------------|--|--|
| Application Number:                           | 10620494                                |  |          |        |                         |  |  |
| Filing Date:                                  | 16-Jul-2003                             |  |          |        |                         |  |  |
| Title of Invention:                           | Sy:                                     | System and method for conducting an advertising campaign |          |        |                         |  |  |
| First Named Inventor/Applicant Name:          | Duc Thong Luu                           |  |          |        |                         |  |  |
| Filer:  | James Joseph DeCarlo/Nathalie Kongtcheu |  |          |        |                         |  |  |
| Attorney Docket Number:                       | 085804-015001                           |  |          |        |                         |  |  |
| Filed as Large Entity                         |   |  |          |        |                         |  |  |
| Utility under 35 USC 111(a) Filing Fees       |   |  |          |        |                         |  |  |
| Description                                   |   | Fee Code   | Quantity | Amount | Sub-Total in<br>USD(\$) |  |  |
| Basic Filing:                                 |   |  |          |        |                         |  |  |
| Pages:  |   |  |          |        |                         |  |  |
| Claims:                                       |   |  |          |        |                         |  |  |
| Miscellaneous-Filing:                         |   |  |          |        |                         |  |  |
| Petition:                                     |   |  |          |        |                         |  |  |
| Patent-Appeals-and-Interference:              |   |  |          |        |                         |  |  |
| Post-Allowance-and-Post-Issuance:             |   |  |          |        |                         |  |  |
| Extension-of-Time:                            |   |  |          |        |                         |  |  |

| Description                       | Fee Code | Quantity | Amount | Sub-Total in<br>USD(\$) |
|-----------------------------------|----------|----------|--------|-------------------------|
| Miscellaneous:                    |          |          |        |                         |
| Request for continued examination | 1801     | 1        | 810    | 810                     |
|                                   | Tot      | 810      |        |                         |